Kresge News

For and About People of the S. S. Kresge Company

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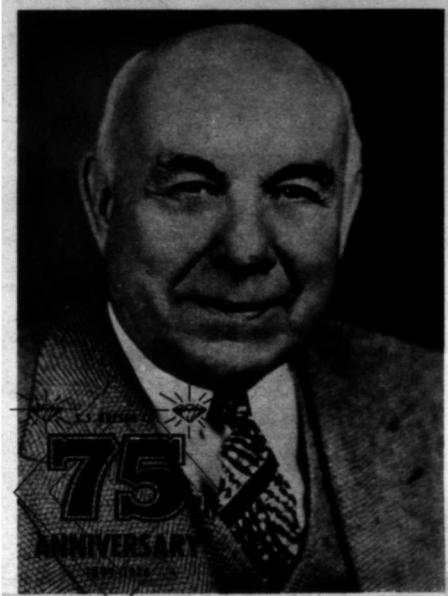

Kresge marks diamond jubilee

Back in May, 1899, Sebastian Spering Kresge opened the first Kresge store in Detroit after trading his half-interest in a Memphis store for full ownership of Kresge 1. Thus, at the age of 32, Sebastian Kresge began his phenomenal rise in the chain store market to make the S. S. Kresge Company the third largest non-food retailer in America.

Now celebrating its 75th anniversary, the company consists of approximately 400 Kresge stores, 600 K marts and 100 Jupiter stores and is the most rapidly expanding retailing chain in the country. With the addition of the company's latest subsidiary, Planned Marketing Associates, Kresge has taken another direction in its rise to greater profits and diversification. Company stores are now located in Canada, Puerto Rico and Australia with eventual plans to saturate the European markets. Buying offices are located in Germany, Italy, Hong Kong, Japan, Taiwan, and Holland. K mart is now a family password to quality, friendly service and low discount prices.

In honor of the company's diamond anniversary, all stores are reflecting the holiday mood this month by offering a variety of sales promotions to the bargain-conscious public. The advertising program has been established with heavier-than-normal television, rotogravure and newspaper advertising all carrying the 75th diamond anniversary sale theme. Full-time employees are sporting simulated diamond rings and are also wearing lapel streamers or pocket protectors to symbolize the company's anniversary.

During the company-wide celebration, all K marts have been assigned a complete kits of signs to be used throughout May to promote this event. A May Sales and Gross Contest among the stores is also adding much enthusiasm and incentive in honor of this momentous occasion.

Throughout the past 75 years, over 3,600 people have received 25-year recognition pins, proving the Kresge boast that this is a people-oriented company. It is the public, however, that receives the rewards of an experienced store staff. Sebastian Kresge would be proud of his company and its excellent reputation for "satisfaction always."

1899

1974

Rosie's goal is Olympics

4423 staffer swims to fame

While most high school girls try to avoid compulsory swimming classes—ruins the hairdo, of course—Rosie Gilg gets in as many hours of swimming practice as possible. Her goal is to compete in the 1976 Olympics and with an impressive Amateur Athletic Union (AAU) competition record behind her, she just might make it.

Rosie works part-time in the shoe department at K mart 4423, Rockford, Ill. When not attending classes at East High School or working at the K mart, however, the 17-year old blonde can usually be found at the nearest swimming pool.

Born in Teaneck, N. J., she's lived in San Juan, Puerto Rico most of her life until she moved with her family to Rockford over a year ago. Since beginning diving at age eight, Rosie has been a member of the Puerto Rican team at the annual Central American Games no less than seven consecutive times. She never placed worse than third place throughout any of the Central American meets.

In the United States, Rosie has continued to place high in diving competitions. Last year, she took a first at Menomonee Falls, Wis.; a third and fourth at Bloomington, Ind.; second place at Columbus, O., and a first and two-seconds in Rockford's AAU championships.

This year, the energetic K mart part-timer captured second place at an AAU diving meet in Madison, Wis., and placed 19th out of 53 divers in a qualifying meet for the AAU National Championships to be held in Texas this summer.

Rosie Gilg is a young lady with a mission—look out '76 Olympics!

Nowak is appointed NEWS assistant

The Kresge News gains Peggy Nowak as assistant editor with this issue, announced Lee W. Zane, vice president for employee relations and store personnel.

Miss Nowak has been a corporate editor for nearly two years and is a 1971 graduate of Wayne State University in Detroit.

H. C. LEFLER

Teninga names new assistant

Helen C. Lefler has been appointed assistant to the vice chairman, announced Walter H. Teninga, vice chairman of the Board.

Miss Lefler will assist in the administration of the responsibilities of this office, including communication between all operations of Planned Marketing Associates, Inc., the company's insurance subsidiary, and Kresge International Headquarters.

The new assistant to the vice chairman has been active in employee benefit responsibilities of the legal department including group insurance plans. She was also involved in the early analyses relative to the acquisition of PMA. Miss Lefler was awarded her undergraduate degree as well as her law degree from Wayne State University in Detroit.

Sunnyside Up

The personnel department is extremely grateful to all employees who go out of their way to satisfy any customer who walks into a company store. Through Sunnyside Up, we recognize and thank our employees who have been commended for their outstanding services.

Lee W. Zane
Vice President, Personnel and Employee Relations

K MART 4139, DALLAS, TEX.

"I was recently shopping in your store when my billfold was lifted from my purse. At the time, I related this horrifying fact to the store in order to protect my credit cards including my Kresge card. Soon afterward, the store called to inform me that they had found my billfold with all the credit cards safe inside.

"I would like to say that all employees at this store were most kind to help locate my billfold. They have my best wishes."

K MART 4298, MIAMI, FLA.—RICHARD WASIELEWSKI

"I am writing this letter to inform you of the quality of man you had the foresight and good judgement to place as manager of your automotive department. Mr. Richard Wasielewski is extremely polite and a very capable man. Customer satisfaction is the most important thing to him, not how much he can talk you into buying. It was a pleasure to do business with your company through such a pleasant and competent man."

KRESGE 671, RAPID CITY, S.D.

"Being new to an area can be a lonely experience but I found just the opposite to be true here. During last summer when my office was being remodeled, I had occasion to be in your place of business several times. Each time I was greeted with courtesy and a friendly smile.

"Now that my office is open, time does not allow me to visit personally to say 'thank you' for the courtesies extended. So to you I say THANK YOU. Please express this to your employees for me. I really appreciate the warm welcome I've received in Rapid City."

KRESGE 163, SIOUX CITY, IA.

"I wish to thank everyone for their kindness and help when I passed out at your store. Much thanks to the assistant who drove my car for me to the hospital. All of this help will never be forgotten. You have truly nice people at your store."

K MART 4896, SANTA CLARA, CALIF.—HELEN BLAKLEY

"I just want to thank you for the way K mart treats their customers. I especially like Helen Blakley in the camera department. Helen has an excellent personality in her contact with the public. One can't help but like her.

"I like shopping at K mart. It sells just about everything one needs at very fair prices. K mart is tops when one has to return merchandise. A customer really gets satisfaction there."

K MART 4395, CUDAHY, WIS.—MANAGER ROGER HORTON, JOAN NIENOR, GARY PROFT, CRYSTAL STREHLOW

"I contacted Mr. Horton and explained our situation regarding the need to purchase housewares and small appliances for the Jewish Vocational Service's Family Counseling and Education Program. FCE is a program designed to assist the married mentally retarded parents of the greater Milwaukee area with homemaking, financial and social skills. We were able to purchase a large amount of household goods for the FCE clients.

"You realize also that because of our tax exemption there was more paper work than with the usual customer. Please extend thanks to Manager Horton, to the gracious helpful lady in the small appliances department, to Joan Nienor who had the mammoth task of tallying our purchases and to Gary Proft and Crystal Strehlow who helped pack and load our goods."

K MART 4241, EAST RIDGE, TENN.

"Just a note to tell you how much I enjoy your store because of its service and real friendliness of the clerks. There are two 52 store shopping centers very near, yet your one store gets, at times, 90 percent of my business!

"I have closed out all my charge accounts as my revolt to high prices. Your store is so worthwhile and pleasant to visit that I am keeping my account open and perhaps by destroying my other credit cards, you will benefit."

K MART 4392, HUNTSVILLE, ALA.—DANNY FAFARD

"This letter is to bring to your attention one of the good things about 4392, Danny Fafard. He is the heart of the camera department. Whenever I have a question on film, processing or camera equipment, Danny is the one who either knows the answer or will find it. He is always courteous and friendly.

"I might also add that because of Danny's service, many of my friends are now bringing their business to K mart when it would have gone elsewhere. Danny has always been ready to serve, and I, for one, appreciate his efforts with a struggling amateur photographer."

Personnel of the following stores have been praised in letters by satisfied customers.

K MART 4145, MT. CLEMENS, MI.—HAROLD FISHER
K MART 4412, WOOD RIVER, ILL.
K MART 4055, PITTSBURGH, PA.
K MART 4321, MADISON, WIS.—DAVE DINGEL
K MART 4280, SPRINGFIELD, MO.—RON DAUGHERTY

Fire chief "off" job is appliance d.m. "on" the job

Fighting a fire can be all in a day's work for George Farah, appliance district manager in the Central Region. As fire chief for Mt. Clemens, Mich., volunteer firemen, Mr. Farah battles about 90 fires a year.

"Oh, I had a close call once," he admits. "I ran out of oxygen at the top of an 80-foot ladder, and when I took off my mask, the wind shifted and smoke overpowered me." By the time his partner brought him down, Mr. Farah was unconscious. "Of course, I was buckled in so I didn't drop," he says about a safety measure that may have saved his life.

Mr. Farah has been fire chief since December, but has been a volunteer fireman for 18 years. He estimates he's answered over 1,200 fire calls in that time. This fall, he begins training in emergency medical service, a paramedical field like that seen on television. "Six of the 26 men under me have completed this training already."

With this special training, he and his men will be qualified to deliver babies, and be better able to deal with emergencies involving serious medical or physiological problems. But this doesn't mean that Mr. Farah and his team aren't well qualified now to do their job rescuing others from danger or death.

The men practice fire fighting methods three times a month and are all experts in first aid. Mr. Farah's team helped out during the recent tornado crisis in Chesterfield Township, and he has saved the lives of many in emergencies.

Besides these activities, Mr. Farah is active in other civic affairs, and has demonstrated his leadership in church and men's clubs, serving on the Mt. Clemens Community Relations Board. "I like to keep involved," he says casually, "and see we're all getting a fair shake."

Distinguished attributes like these help him in the district manager's position he's held for over two years during the nearly 8 years that he's been with Kresge. With a service record like George Farah's, you can be sure of a fair shake whether customer or worker, and he's not bad to have around in a disaster either.

Watch for these new store openings

May's calendar introduces six new K marts to residents of five states. Baton Rouge, La. kicks off the debuts on May 2 with K mart 3119, and the following week K mart 3150 opens in Winston-Salem, N. C. on May 9.

On May 16, K marts 3174 and 7013 open their doors in Stockton, Calif. and College Station, Tex. On May 23, stores 7015 and 7016 open in Clovis and Hobbs, both in New Mexico.

Stockholders meet in May

The Kresge Company's 62nd Annual Shareholders Meeting will be held May 21 at 9 a.m. at International Headquarters, 3100 West Big Beaver, Troy, Mi.

Chairman Robert E. Dewar will address the shareholders, reviewing the past year's finances and activities and presenting future plans and prospects.

Staffer participates in national cherry festival

Cherry blossom time will always have a special significance to one K mart part-timer. Linda Harcharick, 4433, Quincy, Ill., check-outs, is a member of the Quincy Golden Eagle Color Guard which participated in the National Cherry Blossom Festival in Washington, D.C.

Linda's color guard, a high school marching unit, was invited to be the first division of the 80-unit Cherry Blossom Parade. Prior to the parade, the girls toured Gettysburg, Kennedy Center, the White House, the National Archives, Lincoln Memorial, the Smithsonian Institute and other famous sites around the nation's Capitol.

Mrs. Richard Nixon was to have received a desk set in a special presentation by the color guard but unfortunately, other commitments forced her to miss the ceremony. The desk set, which was to be presented by Linda, proclaimed Patricia Ryan Nixon as an honorary alumna of the Golden Eagle Color Guard.

Another highlight of the trip was the Guard's participation at pre-game ceremonies of the high school all-star basketball game. During the ceremonies, the girls held 10 state flags representing the home states of the boys who were playing the game.

Linda's Golden Eagles also went to the Cherry Blossom Festival parade four years ago—a special honor reserved only for the best.

Kresge News

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May, 1974 Vol. 32, No. 4

SALLY EVALT - *Editor*
PEGGY NOWAK - *Assistant Editor*

Kresge News is published ten times a year by the S. S. Kresge Co., 3100 W. Big Beaver, Troy, Michigan 48084, in the office of Lee W. Zane, vice president for personnel and employee relations.

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Which bag is correct?

Save money, merchandise

Use good bagging methods

Mrs. Chapman spent nearly 20 minutes picking out a terrarium for her good friend Cindy. When she had been in the hospital last year, Cindy had visited nearly every day and looked after the kids for her. When the car broke down and Mr. Chapman had to take the wagon, Cindy turned out to be better than rent-a-driver.

It was only natural she would take time to make the right selection for Cindy now that she was hospitalized. Mrs. Chapman must have read 10 cards before finding the one which said what she meant.

With a feeling of doing just the right thing, she marched up to the checkouts and while handing over her Kresge charge card, saw the five-pound terrarium and greeting card go into the bag, through the bag and onto the floor in less than one second.

Kresge spends over $8 million in bags each year, and as this story illustrates, their proper use is important to you. "How you package is our business — we want the right article in the right bag and the customer happy," says John Goudie, senior buyer.

Bagging is unnecessary for some bulky items like this one.

Double bagging unnecessary!

Keeping the customer happy and cutting costs means employing good bagging practices. Make the correct choice in bagging purchases, not only putting small articles in small bags, but also bagging items in the bag weight they need to get home safely.

Use the right size bag for the item in order to avoid waste.

"There's between 20 to 25 different kinds of bags in every store," Mr. Goudie continues, "and the proper training of baggers combined with alert check-out supervisors yield higher efficiency for our stores."

What are tips for good bagging? First, get a good grip on both the article and the bag. Don't ignore the counter top for stability points out *Chain Store Age*, a top retailing magazine.

Use the right size bag, neither forcing merchandise in a small bag and ripping it nor throwing a 20 cent scratch pad in a 10x13 bag. Because customer satisfaction is important, bag an item such as a greeting card separately within a larger bag which may contain potting soil or auto supplies.

Make your bag choice once the size of the purchase is clear, not when the customer approaches. Bulky items can be sold in the original carton, with sales receipt taped on.

Any measures won't help, though, if there are no bags. "Keep a ten day to two week supply on hand at all times," Mr. Goudie emphasizes. "It will provide a buffer between your order and your delivery."

Cutting expense is the reason for using unprinted bags. "We save 10-15 percent this way," says Mr. Goudie. He explains that because K marts are free-standing, the customer usually shops only at that location and then goes home so that no advertising benefit would come from printed bags.

On the whole, "paper bag costs . . . have jumped from a conservative 15 percent to a whopping . . . 30 percent," states Chain Store Age in January '74.

It seems then that keeping Mrs. Chapman happy makes good business sense. The buyer's choice and the bagger's choice insure that Cindy receives her gift shipshape, and Mrs. Chapman receives the discounts that wise merchandising passes on. In this case, we're all helping to say, "Cindy, get well soon!"

4320 staffer hits it big with antique

Mary Henderson likes to "hit and miss" antique stores in her northern California community and recently she "hit" it!

"As soon as I saw it, I suspected that this was special," says Mrs. Henderson of the multi-colored primitive vase. "My husband bought it for $2 and it's been appraised for $500."

An antique collector for 15 years, the K mart 4320, Bellflower, Calif., checkout supervisor first took the vase to Cerritos College in California and then to Arizona State University in Tempe where anthropologists confirmed that a Hopi Indian woman, probably from an Arizona mesa, made the vase in the coil system. The type of work is called Hano Polychrom, and the vase is red, black and white.

"I'll probably set it on my TV," says Mrs. Henderson, "unless its value becomes greater with time. For now, the Indian artifact isn't enough to retire on!"

An employee for 1½ years, Mrs. Henderson adds that the vase is the most valuable "hit" of her antique collecting career.

Staffers at K mart 4146, Everett, Wash., practice on each other what they learn in First Aid classes sponsored by the store.

4146 staffers learn first aid

Bodies lying all over the floor, bandaged heads, legs in casts — is this the scene of a national disaster? No, it isn't a disaster, just a typical First Aid class in action at K mart 4146, Everett, Wash.

Nineteen store employees completed an eight hour course in Multi-Media Standard First Aid. Movies, practical experience and textbook study were included in the classes taught by staffers Lois Bento, Mike Cooper and Vernice Hulke, all certified teachers of First Aid.

Six of the nineteen employees received perfect scores and all passed the course and received Red Cross cards. According to revised laws of the Department of Labor and Industrial Health for the state of Washington, there must be someone with First Aid training on duty at all times. Supervisory personnel must have valid First Aid certificates. K mart 4146 now has someone certified in every department.

Board declares June dividend

On April 16, the Board of Directors unanimously declared a cash dividend payable June 12 on the outstanding shares of the company's $1.00 par value common stock to holders of record at the close of business on May 17, in the amount of 5½¢ per share.

Anniversaries

45 Years

Agnes Walker
May 4
4211,
Chicago Hgts., Ill.

Agnes Sproul
May 4
475, Uniontown, Pa.

Dominica Schulz
May 22
4586, Alton, Ill.

Winifred Martinus
May 14
59, Grand Rapids, Mi.

Ruby Joshua
May 29
Kresge
Headquarters

40 Years

Rolland Reinhart
May 10
4381, Bridgeview, Ill.

Helen Perigo
May 15
159, Poughkeepsie, N.Y.

Ernst Faigle
May 25
Kresge
Headquarters

Pauline Ely
May 11, 34 Bloomington, Ill.

35 Years

Donald Skinner
May 1
4394, Watervliet, N.Y.

Sam Wolf
May 29
Kresge
Headquarters

Kenneth Keller
May 31
Kresge Headquarters

Adaline Juckett
May 4, 4547 Michigan City, Ind.
Fortina Ornati
May 5, 191 Philadelphia, Pa.
Robert Stanley
May 14, 4027, Detroit, Mi.

30 Years

Edna Koekebacker
May 20
445, Chicago, Ill.

George Higgins
May 23
4355, St. Petersburg, Fla.

Robert Veinot
May 7, 653, Cambridge, Mass.
Audrey McKenzie
May 13, 12, Flint, Mi.
Jennie Colclough
May 15, 587, Woodbury, N.J.

Frances Walker
May 19, 28, Cleveland, O.
Loretta Giordano
May 25, 157, Newport, Ky.
Helen Schearer
May 27, 4005, Peoria, Ill.

25 Years

Christine Ghee
May 2
133, Cincinnati, O.

William Vess
May 10
4035, Anderson, Ind.

Ralph Waggett
May 10
4076, Evansville, Ind.

Dorothy Hundman
May 3, 601, St. Louis, Mo.
Esther Ritter
May 5, 307, Ironton, O.
Pauline McGann
May 7, 376, Cleveland, O.

Dorothy Robison
May 24, 101, South Bend, Ind.
Alice Simms
May 25, 93, Ottumwa, Ia.
Dorothy Ufnroe
May 29, 91, Huntington, W.Va.

Looking Ahead

NELLIE DEAN, 4627, Norfolk, Va., retired February 1 completing a 20-year career.

LESTER LIANGWORTHY, S. R. O., retired February 1 completing a 36-year career.

EDWARD CHAPPELL, 24, St. Louis, Mo., retired February 1 completing a 44-year career.

EVELYN WHITE, 4072, Atlanta, Ga., retired April 1 completing an 11-year career.

ALLINE FIELDS, 4609, E. St. Louis, Ill., retired April 1 completing an 11-year career.

ERMA GRENBI, 415, Roseville, Mi., retired April 1 completing a 19-year career.

GERALDINE FERGEN, 83, Buffalo, N. Y., retired April 1 completing a 16-year career.

EVELYN GENTRY, 4024, S. Houston, Tex., retired April 1 completing an 11-year career.

LOUISE SIEMIETOWSKI, 456, Detroit, Mi., retired April 1 completing a 15-year career.

DOROTHY MARIE SATTLER, 4166, Toledo, O., retired April 1 completing an 11-year career.

CAROL MENEO, 4418, Southington, Conn., retired December 1 completing a 14-year career.

JOSEPHINE CIESLINSKI, 4027, Detroit, Mi., retired April 1 completing an 11-year career.

MABEL L. ARMSTRONG, 93, Ottumwa, Ia., retired February 1 completing a 9-year career.

ALYSE GUIDICE, 253, Chicago, Ill., retired April 1 completing a 22-year career.

BERTHA CARR, 502, Mt. Prospect, Ill., retired April 1 completing a 12-year career.

MAE WEISER, 18, Reading, Pa., retired April 1 completing a 15-year career.

HAZEL HENRY, 133, Cincinnati, O., retired April 1 completing a 48-year career.

MARIE SPANNUTH, 672, Indianapolis, Ind., retired March 1 completing a 14-year career.

EVA FORTNER, 577, River Rouge, Mi., retired February 1 completing a 23-year career.

HAZEL BURKE, 4521, Parkersburg, W. Va., retired February 1 completing a 27-year career.

IRENE FLAHERTY, 92, Scranton, Pa., retired February 1 completing a 20-year career.

ELEANOR BROAS, 66, Bridgeport, Conn., retired January 1 completing an 18-year career.

HELEN KREJCI, 4527, Middleburg Hgts., O., retired June 1, 1972, completing a 9-year career.

HARLAN BOSTON, 4048, Springfield, Ill., retired March 1, completing an 11-year career.

MARIE BIGOS, 621, Buffalo, N. Y., retired February 1 completing a 46-year career.

FRANK LANDES, 480, Chicago, Ill., retired February 1 completing a 45-year career.

GLADYS CUNNINGHAM, 4577, Fremont, Neb., retired January 1 completing a 28-year career.

ANNA BURDZIAK, 340, Detroit, Mi., retired March 1 completing a 22-year career.

HAZEL FEATHER, 39, Hyattsville, Mo., retired February 1 completing a 19-year career.

KEMPTON LUNNA, 92, Scranton, Pa., retired February 1 completing a 43-year career.

FLORENCE O'DELL, 81, Aurora, Ill., retired April 1, completing a 13-year career.

IRENE BRANDLE, 88, Belleville, Ill., retired April 1 completing a 14-year career.

ANN BYRD, 88, Belleville, Ill., retired April 1 completing a 14-year career.

LUELLA GRIMME, 199, Dayton, O., retired April 1 completing an 11-year career.

LOIS BRAMAN, 4418, Southington, Conn., retired December 1 completing a 14-year career.

KATHERINE SWISHER, 31, Lafayette, Ind., retired April 1, completing a 13-year career.

MARY REIVER, 18, Reading, Pa., retired April 1 completing a 32-year career.

DOROTHY IRBY, 4518, Ashtabula, O., retired April 1 completing a 29-year career.

VIOLA EGAN, 4513, Philadelphia, Pa., retired March 1 completing a 36-year career.

ELMER HEICHEL, 4169, Massillon, O., retired February 1 completing a 28-year career.

GWENDOLYN CONNERS, 340, Detroit, Mi., retired April 1 completing a 44-year career.

SADIE GINGERICH, 615, Harrisburg, Pa., retired April 1, completing a 27-year career.

IDA YODOWITZ, 371, Brooklyn, N. Y., retired April 1 completing a 49-year career.

DOROTHY MAY HILLMAN, 274, Wayne, N. J., retired April 1 completing a 10-year career.

CHARLES W. REED, JR., 4015, Port Huron, Mi., retired February 1 completing a 42-year career.

In Memoriam

LINNIE HINTON passed away March 27 in Evansville, Ind. She was employed at K mart 4076, Evansville.

MAUDE CALLAHAN passed away March 1 in Marblehead, Mass. She was employed at Kresge 294, Lynn, Mass.

EDWARD HAHN passed away March 22 in Fullerton, Calif. He was employed at K mart 4144, Fullerton.

RICHARD DAUL passed away March 29 in Green Bay, Wis. He was employed at K mart 4219, Green Bay.

BERNARD OWENS passed away February 27 in Muskogee, Okla. He was employed at K mart 7003, Muskogee.

JOHN WIGGINS passed away February 24 in Elm City, N. C. He was employed at K mart 4372, Rocky Mount, N. C.

STEVEN MAGONY passed away March 27 in Aurora, Ill. He was employed at K mart 4154, Aurora.

JAY KEEHN passed away March 29 in Ann Arbor, Mi. He was manager of K mart 4105, Ann Arbor.

MARION YOUNG passed away April 2 in Grand Blanc, Mi. He was a retired manager of 4083, Flint, Mi.

INA MAE HERBERT passed away April 1 in Point Pleasant, N.J. She was employed at K mart 3050, Brick Town, N.J.

DARLENE COOLEY passed away April 3 in Phoenix, Ariz. She was employed at K mart 4269, Phoenix.

EDITH VANCE passed away April 4 in Oskalossa, Ia. She was employed at K mart 4635, Oskalossa.

ELSIE ST. JOHN passed away April 3 in Parkton, Md. She was employed at Kresge 264, Lutherville, Md.

CHRISTINE WALLS passed away March 11 in Upper Darby, Pa. She was employed at Kresge 509, Upper Darby.

ZEDDIE MOORE passed away March 21 in Birmingham, Ala. She was employed at K mart 4111, Birmingham.

Disney offers club card to Kresgeites

Mickey Mouse, Fantasyland, fabulous boat rides, exciting pirates, cowboys and Indians, Winnie the Pooh—all these delightful people and adventures await Kresge employees who wish to take advantage of the Magic Kingdom Club's many special savings and values.

Through the Walt Disney authorities, arrangements have been made whereby company employees and their families can attend Walt Disney World or Disneyland and get better tickets for their money by owning a Magic Kingdom membership club card. To obtain your club card, complete the coupon below and mail it to Kresge Internation Headquarters a few weeks prior to your planned visit. Employees in the Western Region, however, should write to their regional office for the special membership card. Present the club card at the park's entrance for special coupon books at a reduced fee for the entire family.

For the most fun for your money, write Headquarters today and get a free club membership into the wonderful world of Disney.

Send coupon to:

International Headquarters
Building Personnel Dept.

Please send a Walt Disney Magic Kingdom Club card to:

Store _____

Name _____

Home Address _____

Hear ye, hear ye, fellow Kresge News poets! Alas and alack, the results of the company's '74 poetry contest will not be published in this noble issue. 'Tis a pity, but because of the goodly amount of contest entries, our benign judges are still pouring over thy poems before making the final decision. Prayest thou, look for the winning poems in the June edition of that illustrious, genteel and honorable newspaper, the Kresge News.

GERALD SATTERLEE

CHRISTOPHER HODGE

Staffers' sons receive Kresge scholarships

Two young men, Gerald Satterlee and Christopher Hodge, have been chosen by the National Merit Scholarship Corporation as the annual recipients of Kresge's four-year college scholarships.

Gerald Satterlee of Chicago, Ill., will be attending the Illinois Institute of Technology this fall. His plans include majoring in math and physics for an eventual career in either research or design. Gerald's father, Woodrow, is employed at K mart 4454, Hanover Park, Ill.

Gerald, who skipped a grade and is consequently graduating a year earlier than most, is also vastly interested in the field of music. He has played the trumpet since the second grade and presently plays first trumpet in his high school band. He also plays in an amateur rock band.

Other interests of this active senior high student include the National Honor Society, president of the Math Club and working part-time at a neighborhood chicken franchise. Gerald was also named an Illinois State Scholar and a Science Symposium finalist.

Christopher Hodge of Chattanooga, Tenn., is already a freshman at the University of St. Louis, also having graduated a year earlier than others the same age. Chris is studying language and math and hopes to eventually teach in those areas on the high school or college levels.

"I was really surprised and elated about receiving the scholarship," reports the young scholar. "I didn't even realize that Kresge offered such a scholarship. I'm very appreciative!"

While in high school, Christopher was a member of the Beta Club, National Honor Society, and language and math clubs. He is also very involved in church activities. His father, Robert Hodge, is camera manager at K mart 4241, East Ridge, Tenn.

All National Merit finalists who are children of company employees are eligible to receive a Kresge scholarship. The company gives two four-year college scholarships annually. The National Merit Scholarship Corporation chooses the winners. In no instance, does any Kresge officer or employee play any part in the selection of scholarship winners. The Scholarship Corporation awards the scholarship to the students it feels will most benefit from the financial aid.

4133 sculptor utilizes talents for profit, relaxation

Will Lambert, K mart 4133, Irving, Tex., has developed an interesting hobby. He sculpts busts of relatives and friends. Recently he has extended this service to the interested public who wish to pay for his talents.

Mr. Lambert, his wife Rebecca, and three-year-old son, "Little Will," are originally from Louisiana. Mr. Lambert taught school for three years before joining the management training program a year ago at store 4127, Little Rock, Ark.

Having had no formal training, he learned sculpturing on his own. He first began working with clay and plaster and is now using a medium called sculptamold. Mr. Lambert is also experimenting with metallic materials.

This assistant manager's artistic techniques are so unique that it requires only 20-30 minutes of actual sitting time and results in an exact likeness of his subject. He first obtains a mold of the face which takes about 20 minutes, then snaps several polaroid pictures of the person to use as a guide in producing the bust. The mold is then attached to the rest of the hand-sculptured head. The finished piece requires several days to dry before being sealed with a shellac and painted.

This talented assistant's wife is also an artist. She paints and assists her husband with his sculpturing. As a matter of fact, art work is a family affair with the Lamberts. According to Mr. Lambert, even "Little Will" gets in the act with his unwanted Crayola murals all over their home.

Will Lambert, K mart 4133, Irving, Tex., does a bust of a fellow employee to demonstrate his sculpting techniques. He has done many such creations for his many friends and relatives.

March sales up 25.5%

A 25.5 percent increase in sales was reported for the four weeks ended March 27, 1974.

Sales for the four-week period were $344,255,000 as compared with $274,332,000 for the four weeks ended March 28, 1973. It was an increase of $69,923,000.

For the nine-week period ended March 27, 1974, sales totaled $690,881,000 as compared with $557,277,000 for the same period in 1973. It was an increase of $133,604,000 or 24.0 percent.

Manager Wilfred Smith of K mart 3128, Enid, Okla., is proud of his personalized license plate—the only one like it in Oklahoma.

Assistants find promising careers w

The role of the assistant manager comes into the limelight this month when over 180 assistants pour into the home office for a week-long seminar. Whether in a Kresge, K mart or Jupiter store, these eager, young men and women all share in the same tasks, the same problems and the same goals. Two such future managers were questioned about their careers with the nation's third largest retailing chain, the Kresge Company:

When F. Robert Wetherell joined the company in 1967, he had barely heard of Kresge or K mart as there was only one company store in his home state of Utah at the time. Now seven years later, this seasoned assistant has helped open 13 stores either as the store assistant or as the temporary fixture man.

"It's really a sight to see one of our stores completely empty before beginning preparation for grand opening," states Mr. Wetherell. "I often go into such stores and tag all the counters for proper merchandise placement. The transformation is quite amazing."

Mr. Wetherell, a graduate of Utah State, likes working in Kresge stores and feels they make a good training ground for assistants. "You learn about all of the important aspects of retailing in greater detail by working in a Kresge store," states the assistant. "Many of the employees in a Kresge store have been with the company 15, 20, 25 years and more and they know their jobs backwards. I'm the rookie on the job!"

"My wife and I are adventuresome types and, consequently, the big move from the Western to Central Region presented a challenge," states Mr. Wetherell, who is now located at Kresge 185, Ferndale, Mi. He adds, "Since there are no children in the picture yet, the regular transfers do not present any problems to us."

As assistant of eight stores during his career, Mr. Wetherell feels that keeping a well-stocked inventory is the key to the successful management of a company store. "If you know your inventory and keep it current, many problems can be eliminated," states the experienced assistant. "Assistants should also be patient and friendly to everyone with whom they come in contact." His present manager at 185 is Mack Eveleth who feels that Mr. Wetherell gets along very well with all people, especially his fellow workers.

Any memorable experiences to relate from his last seven years as assistant manager?

"There's so many memorable experiences, some exciting, some uplifting moments, many touching times—there's always something happening in the store to keep you busy," remarks this future manager.

105

ith Kresge

Assistant Nancy Ellen Meyers feels her experience as a part-time K mart salesgirl while attending Michigan State University was a good basis for her decision to join the company's management training program. Miss Meyers, who is presently at Kresge 670, St. Clair Shores, Mi., joined the program in 1973 after earning her college degree in personnel administration.

"Actually, I think many male assistants should begin their Kresge careers as sales clerks in order to know both 'sides of the coin,'" remarks the energetic assistant. "I really feel my past experience in the stores is an asset to my present relationships with the employees."

Was it any harder to get the employees to think of her as an assistant manager—a field predominated by males? "Not really," responds Miss Meyers. "Actually, it was probably a little harder for the other male assistants to react to me as a co-worker. Now, however, I'm just one of the guys!"

Like most assistants, "Miss Nancy," as she's known to her employees, works five days a week, including two evenings. She and the other assistants have divided the various store departments between them and they report directly to the store manager. Any and all tasks related to the smooth operation of the store can be considered under their domain.

"Why, over the past Christmas holidays, I unloaded a hundred boxes in one day that had come into our stockroom," reports the assistant.

In order to complete her duties with maximum efficiency, Miss Meyers carries her huge collection of keys on a gigantic safety pin attached to her wristwatch. "Men should really appreciate the dozens of pockets found in their suit jackets and slacks. I know it was a minor problem at first as to where to put my keys but I quickly found a solution," she laughs, holding up her key-laden wrist.

According to Miss Meyers, cooperation and friendliness with customers and employees alike are the most important qualities for an assistant manager to possess. Apparently, she follows her own advice for as one of 670's employees states, "Miss Nancy is easy to work with — she's certainly not afraid of hard work."

Could marriage possibly affect her retailing career in the future? Miss Meyers is the first to realize the problems which could occur if she should decide to change her single status.

"I'll cross that bridge if and when it happens. There are so many different aspects of the situation to take into consideration that it's no use even guessing the outcome," responds the 670 assistant.

Miss Meyers adds, "Right now I'm participating in the best training program around for store managers and loving every minute of it!"

1, Detroit, Mi.—Assistant Dave Williams represented the Kresge Company at a Junior Achievement meeting where he was presented a trophy for outstanding assistance.—Edward Marisnick

6, Bay City, Mi. — Welcome mat is out for Manager Trippensee, Assistant Miletello and Trainee Thompson.—Kay Rosebrock

7, Indianapolis, Ind. — The spring managers' meeting was held at the store and District Manager Benoit complimented everyone for the excellent appearance of the store.—Louise Surber

16, Dearborn, Mi.—Three employees went to Hawaii for eight days and came back with beautiful tans.—Janet Read

27, Livonia, Mi.—The Jaycees purchased material from the store for pajamas and play clothes for hospitalized children. —Rose Brown

28 Hosts 7 Men At Food Seminar

28, Cleveland, O.—A three-day food seminar was recently held at store 28 for seven young men from other Kresge and K mart stores.—Peggy Zelis

47, Cincinnati, O.—The store provided clothing and food supplies to aid area victims of the recent tornado.

51, Lima, O.—Welcome Manager Donna Wolfe. Everyone is proud of the basic stock citation.—Doris Wildermuth

103, Jackson, Mi.—Farewell to Assistant Bill Coengros who transferred to 4083, Flint. The welcome mat is out for Mike Barnes from 117, Terre Haute, Ind.—Ray Town

115, Troy, Mi.—Hello to Irene Anderson, personnel manager from 353, Madison Hts., Mi. — Debra Seitz

117, Terre Haute, Ind. — A warm welcome to Manager Foster from 4035, Anderson, Ind.—Joann Yotkewich

123, Southfield, Mi.—Manager Allen Van Weelden held the store's third annual appreciation dinner. Entertainment was provided by Lloyd Harris and Earl Robinson and their jazz band.—Edith Day

131, Ann Arbor, Mi.—Congratulations to former trainee, Robert Simmons, now assistant at 4153, Cincinnati, O. — Shirley Crippen

133, Cincinnati, O.—Welcome to Manager Phillip McDonald and District Manager Treuter. Sad farewells go with Hazel Henry who retired after 47 years with the company.—Mary Hack

139, Newport, Ky.—Ivy Ewing, Evelyn Maybrier and Vera Meyer total 101 years of Kresge service. A hearty welcome to Manager Patrick O'Brien from 3103, Paducah, Ky.—Vera Meyer

144, Maple Heights, O.—Part-timers Dawn Merrow and Helen Tegowski treated Manager Larry Hall and his wife to an employer appreciation dinner at a local inn.—Rose Toth

237, Elkhart, Ind.—A big welcome to Eleanor Schrock, delicatessen head.—Edna Volheim

276, Hazel Park, Mi. — Welcome to Manager Albert Fravel and Trainee Mike Young. So long to Lucille Cathey who moved to Franklin, Tenn. — Diane Lisecki

289, Detroit, Mi. — Everyone welcomes Manager John Currey from 123, Southfield, Mi., and congratulates former manager, Jack Biros, on his recent promotion to 4177, St. Clair Shores, Mi., as co-manager. — Josie Grillo

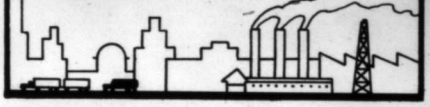
298 Staffer Celebrates 25th Service Anniversary

298, Cleveland, O.—Congratulations to Irene Sobiesinski who celebrated her 25th anniversary with Kresge. Lucky Sandy Pannent was the winner of a $1,000 raffle.—Evelyn Nemecek

299, Warren, O.—Sad farewell to Manager Glassmeyer who transferred to store 47, Cincinnati, O. New manager is Herbert Linn.—Clara Rossi

312, Indianapolis, Ind. — Best of luck to Robert Costine who was promoted to co-manager of 4438, Indianapolis, and to Assistant Bill McGee who is now merchandise manager at 4336, Indianapolis. Welcome to Manager Rex Dolley.—Norma Stuart

central regional news



316, Springfield, O.—Welcome to Manager Ken Anspach who is managing his first store. Farewells to Ron Guitard who transferred to 287, Dayton, O.—Debby Harry

362, Marion, O. — Welcome Manager Hand from 4128, Lake Charles, La. The new pharmacy department should be the most popular one in town. — Maxie Jividen

364, Warren, Mi. — Assistant Dan Rockman was a guest speaker on Kresge Careers at the local junior high. A hearty welcome to Linda Di Censo, Camille Prus, Ellen Coleman and Virginia Cusenzo.—Joyce Banaszewski

376, Cleveland, O.—Welcome Trainee James Kresge. Thanks to Manager John McLaughlin for the lovely appreciation party.—Sue Coolidge

404, Pontiac, Mi.—Farewell to Assistant Tom Weber who transferred to 4096, Saginaw, Mi. The store received a Basic Stock Achievement Award. — Gale Langford

410, Painesville, O.—Welcome to Manager Terry Rakich from 3015, Mentor, O., and good luck to Manager Albert Fravel upon his transfer to 276, Hazel Park, Mi.—Thelma Hyduke

411, Cleveland, O.—Farewell to Assistant Gregory "Keilbasie" Abramszyk now at 4414, Akron, O.—Sheila Hornyak

440, Midland, Mi. — Welcome to Trainee Mel Hollandmoritz and welcome back to Gene Mann.—Marie Berry

453, Clawson, Mi.—Kim Saunders has been chosen to go to Girls State and also will attend a Rainbow Girls convention in Louisiana. Laura Stevens who plays in her high school band, participated in the state band festival.—Lella Bennett

455, Springfield, Ill. — Good luck to former manager, Jerry Jacobson, who is now co-manager at 4289, Cedar Rapids, Ia. New manager is Glen Isaksson from 305, Chicago. Hi there to Trainee Judith Thompson. — Elizabeth Mavis

465, Grosse Pointe, Mi.—Italian visitors who ate at the fountain thought it was the best food they had eaten since coming to the States. Best of luck to Assistant Robert Hatto who transferred to 4021, Southgate, Mi.—Dorothy Anderson

466, Mishawaka, Ind.—Karen Lair has received her 12th first place trophy in the women's division of black belt karate competition. Congratulations to Robert Karlin upon his promotion.—Pearl Rocole

468, Ann Arbor, Mi.—A surprise dinner was given to Vera Goodnow who retired after 12 years with the Kresge Company. Welcome to Manager Richard Kennon from 4580, Detroit. — Carol Cheever

483, Bedford, Ind.—Sad adieus to Alan Storie, assistant, who transferred to store 217, Vincennes, Ind.—Marge Keithley

501, Southfield, Mi.—Welcome Assistant Jim Shannon from store 123, Southfield. Stella Kampka was highly commended by a customer.—Ruth Eslinger

504, Alpena, Mi.—A big hello to Manager James McKitrick and his family. Joan Kihn is putting out every effort to fight the energy problem by selling more bicycles.—Maydola Kunath

521, Detroit, Mi.—Congratulations to Mike Miller who transferred to store 290. Detroit. Welcome mat is out for Trainee Ray Ware.—Irene Kopicko

533, Detroit, Mi.—A farewell breakfast was held for Manager Jack Hoyer who is now co-manager at 4331, Pontiac, Mi. New manager is Paul Marhover. —John Catello

535, Mt. Clemens, Mi.—Welcome to Tom Decker. The store now has a new bicycle shop which is doing great business. Farewell to Bettie Campbell and Jerry Buit.—Marion Karkinski

566, Wayne, Mi.—Farewell to Manager David MacGregor who transferred to 550, and welcome to Manager Glenn DeCormier who transferred from 527, Detroit.—Ann Wood

586, Cambridge, O.—Employees got together for a dinner in honor of Leanna Rose who retired from the company.—Jim Brausch

589, Kokomo, Ind.—Dan McCutchen and Helen French were honored at a monthly breakfast. —Leanna Bolen

597, Richmond, Ind.—Welcome Assistant Douglas Hawkins from store 5, Columbus, O.—Iris Lairson

Frances Lubig Is Feted For 25 Years Service

659, Detroit, Mi.—A breakfast and a luncheon were held in honor of the 25th anniversary of Francis Lubig. Trainee Leonard Zott was transferred to 395, Detroit, as assistant. — Donna Weber

670, St. Clair Shores, Mi. — Everyone is overjoyed by the new Kresge policy of having a Saturday off each month.—Maybelle Jones

678, Westland, Mi.—Good luck to Diane Tatum who transferred to 405, Inkster, Mi., and to Dan Peterson who is now at 623, Plymouth, Mi.—Lucy Lampinen

696, Farmington, Mi. — Welcome to Manager David Chesney who is managing his first store. Best of luck to former trainee, Dennis Pelty, now at 3155, Belleville, Mi.—Theresa Fortier

3013, Seven Hills, O.—Assistants and manager are holding an in-store sales contest. They are promoting the delicatessen to get the highest sales for a week.—Connie Reitmann

3015, Mentor, O.—Congratulations to Terry Rakich who is now manager of 410, Painesville, O. Welcome Ross Rizzo, merchandise assistant from 4417, Highland Heights, O. — Maggie Minnakoochi

4006, Louisville, Ky. — Welcome to Assistants Charles Baute and Herb Elenbass. For the 100th Run for the Roses, also known as the Kentucky Derby, plans have been made for the personnel to dress in costume.—Vicky Reid

4014, Kokomo, Ind. — Welcome Manager John Norris. — William Whitley

4021, Wyandotte, Mi. — Farewell and good luck to Linda Myers and Garry Lintner now at new stores.—Lucille Hastings

4027, Detroit, Mi.—Sad adieus were bid to retirees Josephine Cieslinski and Johanna Barnett. Ray Nieman, Diane Walker and Ramona Stones were winners in a regional diamond sales contest. Welcome Co-Manager Scott. — Helene Piekacs

4035, Anderson, Ind. — Even with four inches of snow and five degree weather, the patio department is in full swing for spring.—William Jess

4038, Saginaw, Mi.—Good luck to William Lennox who was transferred to 4194, Cincinnati, O.—Linda Hoffman

4074, Southfield, Mi.—Hi there to Co-manager Ron Kaelbec.—Lynn Frankland

4076, Evansville, Ind. — A hearty welcome to Co-Manager Joe Yancey from store 56, Louisville, Ky.—Allean Morris

4077, Lexington, Ky.—Richard Logan, part-timer, finished in first place in the district for the vocational school program. He now competes against other district winners.—Dixie Hifner

4098, Monroe, Mi.—The recent thank-you breakfast for all employees was a huge success, especially since the assistant managers did all the cooking.—Ethel Pump

Employees at K mart 4006, Louisville, Ky., anticipate the upcoming Kentucky Derby festivities by costuming in lovely outfits.

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4106 Employee Is Native of Thailand

4106, Ypsilanti, Mi.—Sumitra Simmons is originally from Bankok, Thailand and she displayed her native dance at a monthly party. Welcome Co-Manager Michael A'Hearn and James McCabe, operational manager, both from 468, Ann Arbor, Mi.—Sandra Salliotte

4124, Terre Haute, Ind. — A farewell party was held for Paula Sheehan who transferred to Indianapolis as advertising coordinator.—Maxine Matherly

4165, Cincinnati, O.—Rae Newell, Lillimae Pollard, Nell McMullen, Linda Thatcher, Pat Douthwaite and Debbie Campbell won prizes in the Bank-Americard contest. Farewell to Steven Bedcher now at 133, Cincinnati.—Sally Stewart

4166, Toledo, O.—Farewell to Betty Faust who retired after 34 years with the company.—Vila Suchy

4168, Oregon, O. — Manager Roy Mertz was honored at a monthly potluck.—Rose Scari

4173, Cincinnati, O.—Management cooked the breakfast at a monthly celebration. — Thelma Hamann

4183, Woodhaven, Mi. — A breakfast was served to honor Tom Takacs and Harry Maish, both of whom were promoted to store manager. There was a bit of a commotion at the check-outs when Supervisor Pat Rushlow bumped into a streaker passing through.—Bonnie Wilfong

4194, Wyoming, O.—Madeline Kovett is one of the top bowlers of Cincinnati.—Janis Ryan

4233, Youngstown, O.—Best of luck to Assistant Dave Garberson who transferred to 4268, Muncie, Ind.—Maxine Bones

4249, Elkhart, Ind.—Everyone was surprised by a visit from the Oscar Mayer man and his famous car.—Cindy Winchester

4268, Muncie, Ind.—Welcome to David Garberson, operational manager, and good luck to Bonita Burtner who was promoted to millinery manager.—Elnora Puterbaugh

4294, Marion, Ind. — Manager Don Rohrer was honored at a monthly celebration. — Cathy Benedict

Baby Photo Contest Is Successful at 4301

4301, Lima, O.—Diane Chess, Nancy Altenbachand and Nadine Young were chosen as the employees with the prettiest baby pictures during a recent contest.—Marge Sandvoss

4326, Sterling Heights, Mi.—Betty Lou Shortt was congratulated for her alertness after detecting a counterfeit bill.—Tom Snow

4336, Indianapolis, Ind.—Farewell to former assistant, Ken Anspach, who is now manager of 316, Springfield, O.—Jackie Carson

4352, Livonia, Mi.—The annual men's fashion show was a big success. Welcome Assistant Paul Burke from 245, Lincoln Park, Mi.—Marian Blackwell

4382, Lansing, Mi.—A hearty welcome to Assistants Dave Elchuk, Ron Bayless and Steve Stebetee.—Margaret Wear

4431, Richmond, Ind. — Welcome Manager Tim McAlear, formerly from 4206, Warren, Mi.—Betty Huth

18, Reading, Pa.—Recent retirees are Dorothy Derr, Mary Reiver and Mae Weiser who had a total of 93 years with the company. Congratulations to former manager Richard Lawhorne upon his promotion to 4344, Allentown, Pa. Welcome to Manager Ronald Pietzsch and Larry Abels.—Pauline Schenk

65, Trenton, N. J.—Farewell to Assistant Russell and welcome to Assistant Gross.—Sue Henry

68 Staffer Retires After 33 Years Service

68, Wilkes-Barre, Pa. — Best wishes to Alice Burke who retired after 33 years service with Kresge.—Helen Senghaas

83, Buffalo, N. Y.—Congratulations to Assistants James Jones and Garth Fady for winning the local handball team competition at the YMCA.—Esther Hoelcle

110, Lowell, Mass. — Doris Wheeler gave a solo performance at her church during the holidays. Welcome Irene Brittain. Helena Boucher was awarded an honorable mention for her news reporting. — Helena Boucher

Manager Walter Glunt helps the Icee Bear greet children at K mart 4199, Tonawanda, N.Y., during a special store promotional sale.

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159, Poughkeepsie, N. Y. — Farewell to Co-Manager Vitarisi now at 4418, Southington, Conn. Hi there to Manager Clark from 478, Warren, Pa.—Grace Orlich

165, Boston, Mass.—A retirement party was held for Helen Vaitul who completed 47 years with the company. A warm welcome to Manager Conley and Trainee John Tingley. Best of luck to Marilyn Johnson who entered the training program.—Sandy Fowler

172, Washington, D. C.—Welcome mat is out for Manager John Galloway from 634, Rochester, N. Y. Farewell to former manager, Larry Jenkins, now at 4060, Charlotte, N. C.—Elizabeth Davis

173 Bingo Winner Highlights Store Party

173, Milford, Conn.—Hi there to Manager Nowak from 508, Danbury, Conn. Congratulations to former Assistant Montgomery now manager at 346, Brooklyn, N. Y. Henry Hotkoski finally struck it big in Bingo at a recent store party.—Kathy Acheycheck

191, Philadelphia, Pa.—Everyone welcomes Manager Edward Haggard. The store showed a 13 percent increase for the past month.—Alba Pilli

195, Bangor, Me.—Emily Parsons, has been chosen president of a local TOPPS club for taking off weight and keeping it off.—Mary Ryan

259, Waterbury, Conn.—Farewell to Steve Corvese. Easter week festivities were enjoyed by all.—William Lane

269, Philadelphia, Pa.—Farewell to Elizabeth Kirk who has retired after 47 years of service. —Mary Joy

275, Elmira, N. Y.—Congratulations to former assistant, Conrad Hillis, who is now manager of 4524, Washington, D. C. Hi there to Assistant Bruce Michelotti.—Marian Nichols

341, Forestville, Md. — Welcome to Manager Don Palchak. Former manager, Lloyd Wickett, is now at 3091, Norfolk, Va., and Assistant Marc Quinlan is now at 232, Washington, D. C.—Marian Sweeney

351, Scarsdale, N. Y. — The welcome mat is out for Assistant Mary Jane Williams. Store 351 sold 1,200 pounds of ham on a three-day weekend promotion. —Anna Young

358, Wilmington, Dela.—Elsie Wagner, Rosadele Elliott, Ellen Conklin, Margaret Murphy, Eleanor Toledo, Elizabeth Kimmick, Margaret Smith and Lill Vassallo total 261 years of service.—Rosadele Elliott

361, Olean, N. Y. — Welcome Manager Richard McGrath. Former manager, Joseph Adams, is now at 650, Garden City, N. Y. —Mary Kukulka

371 Retiree Anticipates Florida Retreat

371, New York, N. Y. — Ida Yodowitz is retiring after 48 years of service. She will make her new home in Florida.—Patricia Shanley

392, Montclair, N. J. — Team effort proved to be beneficial to store 392 when the store was Number One eight weeks straight.—Louis Urso

474, New Hyde Park, N. Y.—Farewell and best wishes to Carol Haase who transferred to 3056, Wayne, N. J. A big hello to Thomas Goodin.—John Kilgallon

509, Philadelphia, Pa. — Sad farewells to Manager Crothy.—Virginia Aghajanian

553, Hampton, Va.—Everyone bids a sad farewell since the store closes May 11. Welcome K mart 3122 to open soon in this area.—Kathleen Taylor

561, Winchester, Va. — Farewell to Glena Turner who is now manager of Jupiter 4596, Keene, N. H.—Lena Grim

613, Buffalo, N. Y.—Howdy to Kevin Connor who just received his first store assignment. We all miss Jack Gilkey — best wishes.—Kathy Adowski

650, Garden City, N. Y.—Best of luck to former Manager Hammond now at 509, Upper Darby, Pa., and welcome Manager Adams.—David Kaminski

eastern regional news

653, Cambridge, Mass. — Spring brings dinner and dancing to the store for its annual spring festivities. Everyone loved the streakers who flew through the store recently. — Maria Simmons

675, Pittsburgh, Pa.—Welcome to Manager Sellers transferred from store 97, Pittsburgh, and to Trainee Shore.—Martha Carter

695, Hagerstown, Md.—A ribbon-cutting ceremony highlighted the latest remodeling program which has already resulted in increased sales.—Donna Foster

3008, Williamsville, N. Y. — New members of the Big K Family are Allan Becknap and Ron Biedenbach. New camera department manager is John Seler.—Veronica Hill

3021, Auburn, Me.—Employees were recently involved in a week-long contest in connection with the monthly store meeting. Fifty employees entered a picture of themselves in a baby photo contest.—Dorothy Adams

3047, Scranton, Pa.—Congratulations to Ralph Elbrecht who has completed his 16th year with the company. — Randy Brown

3048, State College, Pa.—Best of luck to Assistant Bruce Harding now at 4378, Suitland, Md. Welcome to District Manager George Glidden.—Ruth Nulph

3050, Bricktown, N. J.—District Manager Keirnan was a special guest at the inventory party held at the store.—Joseph Calver

3056, Wayne, N. J.—Juan Galloway, Liz Ranney, Debbie Jacker, Bob Margroff and Rosemary Oratosky were recently promoted. Welcome Assistants Haase and Carvese and Trainee Penski.—Jean Lawlor

3060, Mantua, N. J. — Mark Gruber of checkouts received his Eagle award from the Boy Scouts. Richard Oliver is his assistant scoutmaster.—Linda Urban

3073, Manchester, Conn.—The local junior high majorettes purchased the material from K mart to make their uniforms. Congratulations to Phillip Letarte upon his promotion to assistant manager. Welcome to Trainee Michael Sheridan. Special thanks to Paula Brisson for assuming the job of personnel head while Ruth McNally was in the hospital.—Ruth McNally

3093, Cromwell, Conn.—Farewell to Robert Rosen who transferred to 4461, Warwick, R. I.—Cheryl Ricketts

3115, Syracuse, N. Y.—Tony Marcellino won the first employee raffle prize—an electric watch. Sandy Beach, on the other hand, was awarded the booby prize.—Liz Dardis

3117, Willow Grove, Pa. — Manager Graveline gave the employees a buffet luncheon during the grand opening festivities.—Jane Ingersoll

3138, Milford, Mass.—The new conscientious cashiers have had perfect cash reports four days in a row.—Florence Genereux

3152, Waterbury, Conn.—Congratulations to Kirta Kovelski who graduated from Mixology school. Carmen Bergin, Steven Bandurski, Kathy Bird, Rose Marie D'Andrea, Gary Palomba, Anne Ritucci, Betty Proulx and Nancy McCarthy received promotions. Barbara Santa Maria has graduated from travel agency school.—Rose Marie D'Andrea

4034, Mattydale, N. Y.—John Cashion completed 41 years with the company. Welcome to William Vincent, ladies wear manager.—Helen Zemotel

4045, Butler, Pa. — Welcome Laurie Hutchins, food department manager from 4429, Monroeville, Pa.—Diana Albert

4062, Danville, Va. — Best wishes to Assistant Bruce Ruske. Employees enjoyed a spaghetti supper recently. — Peggy Wiggins

4090, Charlottesville, Va. — Donald Houchens was the lucky winner of a ten-speed bike sponsored by the Icee Company. — Addie Smith

Frances Neuman and Carrie Check receive a food trophy at K mart 4055, Pleasant Hills, Pa.

* * *

4143, Syracuse, N. Y.—Enjoying a spring vacation in Las Vegas were Dorothy Hayes, Jeannette Hale and Sophie Kopera.—Jeannette Hale

4188, Charleston, W. Va. — Farewell to Joan Varnum who is now assistant at 4188, Charleston, and to new Assistants, Jim McCune and Francis Stone. Welcome to Co-Manager Frank Orlando from store 39, Hyattsville, Md.—Bill Grealis

4207, Orchard Park, N. Y.—Congratulations to the appliance department, a trophy winner for five weeks. A demonstration on the use of fire extinguishers was held recently. — Lanina White

4248, New Springville, S. I., N. Y.—Frank Reno and Linda Butile won the St. Patrick's costume contest. An abundance of talent was displayed at the arts and crafts get-together. — Mary Lau Shanahan

4275, Mechanicsburg, Pa. — Paul Scholl, jewelry manager, received a beautiful ring for winning second place in a diamond contest.—Mary King

4361, Hazlet, N. J.—Jo Nanarello, Dee Headdon and Cindy Csik won the Checkout Girl of the Month awards throughout 1973.—Frank Scelzo

4391, Alexandria, Va.—Assistant Don Byington received a citation from the Maine Department of Fisheries for having caught the largest fish in the state last year.—Bev Deel

4407, Brockton, Mass. — Congratulations to Assistant Richard McGrath who was promoted to manager of 361, Olean, N. Y. Howdy to Assistant Rachele DeCaro. Shirley Fenn's alertness saved the store from an altered check.—Donna O'Connell

A Fishy Tale at 4445 'Scales' Sales Chart

4445, Coraopolis, Pa.—A fish-eating contest was held by Assistants Larry Grossman and Jon DeGeorge—Larry won. Eileen Beckman, food manager, and her staff, Betty Jones, Arlene Orvak and Diane Aires, were awarded a gift certificate for selling 208 fish dinners. — Rita Cunningham

4446, Bethlehem, Pa.—Terry Burkhardt was promoted to menswear manager. The ladies department had the highest sales figures in the region. Welcome to James Markee.—Rita Frey

4448, Salem, N. H. — Best wishes to former assistant Henry Dende, who is now manager of 4599, Niagara Falls, N. Y. New assistant is Jim Driscoll from 3152, Waterbury, Conn.—Sandee Hebsch

4458, Falmouth, Me.—During a sub sandwich promotion, money was given away in every sandwich.

4462, Seekonk, Mass.—Patricia Scienso has been awarded the highest and lowest increases in sales awards. Promotion on cashew nuts went well.—Grace Stevens

4478, Trenton, N. J.—Welcome to Co-Manager Camara. Best of luck to Gail Lovejoy on her promotion to manager.—Lola Bakos

4487, N. Dartmouth, Mass.—Welcome Rene Lemaire, Joseph Gomes, Barbara Cate, Paula Franklin, Randi Lemberg, Milton Healy and Jeannette Shaffer. Carole Cannan and Rick Cadalso were promoted. — Rita Souza

4540, Augusta, Me.—Manager Cyr was invited to address a local high school class on salesmanship and management. — Mary Ann Childs

4607, Rome, N. Y.—Farewell to former manager, Ron Pietzsch who is now at store 18, Reading, Pa. New manager is John Garrett.—Jeanette Golden

4627, Norfolk, Va. — Bertha Taylor received a first place trophy for food sales. Welcome to Martin Bank, Holly manager. —Mable Sutton

71, Des Moines, Ia.—Welcome to Manager Kenneth Detmer from 220, Evanston, Ill. Farewells to Manager Donald Callahan now at 4160, Des Moines, as co-manager. A big hello to Trainee Theodore Miller. — Iva Wilson

72, Overland, Mo. — Hello to Manager Robert Schwarze from 4641, Canton, Ill. — Jeannette Moersch

88, Belleville, Ill. — Ann Byrd and Irene Brandle were honored at two separate retirement parties. Farewell to former Manager VanderWerff now co-manager at 4228, Wheeling, Ill. Howdy to Manager Tiffany. — Marcella Menard

112, Paducah, Ky.—Everyone had a great time at the 25th anniversary party of Jessie Bedwell. Plans are underway for the Annual Summer Festival held in July.—Lurleen Wilks

119, Watertown, Wis. — Welcome to Trainee James Borremans.—Amy Weher

152, Waterloo, Ia. — Welcome to George Skaggs who transferred from 4127, Little Rock, Ark. Farewells to Manager Les Heintz now at 554, Moline, Ill., and to Assistant Jack Moore now at 4434, Clinton, Ia. — Margaret Theel

154, Council Bluffs, Ia. — The welcome mat is out for Manager Roger Olson from 4562, Chicago, and Trainee Mark Dawson. Best wishes to Assistants Clark Olson and David Swartz.—Sue Palmer

218, LaGrange, Ill. — Assistants Don Warren and Terry Volker cooked the breakfast at a monthly celebration.—Bonnie Stoll

242, Peoria, Ill.—Hi there to Manager Joe Osteen from 630, Park Forest, Ill. Former manager, Dale Atkinson, is at 4449, San Jose, Calif.—Thelma DeFord

261, Danville, Ill.—Everybody welcomes Manager Roland Eck from 4437, Topeka, Kan., and bids farewell to former manager, David Hilt, now at 511, Schaumberg, Ill.—Dorothy McDermott

318, Rockford, Ill.—A hearty welcome to Manager Miguel Alvarez from 3108, Phoenix, Ariz., and to Trainee David Blumenstein. Former manager, Kenneth Bolding is now at 403, Iron Mountain, Mi. — Norma Hallberg

321, Quincy, Ill.—A breakfast honored Manager Streckland who transferred to store 100, Dubuque, Ia.—Helen Niewohner

323, Rochester, Minn. — A special dinner was held to honor Gussie Wondrasch who retired after completing 38 years with the company.—Jean Whynaucht

326, Omaha, Neb. — A big hello to Manager John Thomas who came from 387, Centralia, Ill. Congratulations to Ray Loftus who celebrated his 35th anniversary with the company, 28 years of which were spent at 326.—Bernice Swanson

416, Chicago, Ill. — Hello to James Hirons from Kresge 502, Mt. Prospect, Ill. Farewell to Assistant Robert Josephson now at 4018, Dubuque, Ia. — Claire Aubry

417, Kankakee, Ill.—A hearty welcome to Manager Brown. — Pearl Frank

420, Manitowoc, Wis. — Employees bid a sad adieu to Manager Dave Altenburg when he transferred to 4212, Des Plaines, Ill. Welcome Manager Ratzlaff from Kresge 607, Eau Claire, Wis.—Lillian Felber

462, Gary, Ind.—Hi there to George Graham who came from 4542, Beloit, Wis. Good luck to Hank Zimmerman now at 3005, Gary, Ind.—Shirley Fisher

493, Wausau, Wis.—Greetings to Manager Jay Flinders from 611, Fond du Lac, Wis. Farewell to former Manager Robert Rohrer and Assistants Phil Blarkmen and Dennis Krueger. —Delores Anderson

542, Des Moines, Ia.—A farewell potluck was given in honor of food manager, Nina Buskirk, who retires after 33 years. New food manager is Jo Tucker. — Bernice Rollins

554, Moline, Ill. — Former manager, Warren Perry, is now co-manager at 3088, Kenosha, Wis. New manager is Les Heintz from 152, Waterloo, Ia. — Jean Sampson

555, Jennings, Mo.—A hearty welcome to Manager Gary Surles who transferred from 4578, Faribault, Minn. Best wishes to former manager, Marc Galbreath who reported to 3068, St. Charles, Mo.—Regina Evett

559, Iowa City, Ia.—Welcome mat is out for Trainee Gale Patch, Joyce Edmondson and Jeanette Ness. Best wishes to Katie Whitaker who retired after 25 years with the company. —Elizabeth McLachlan

607, Eau Claire, Wis.—A farewell party was held at a local restaurant in honor of Manager Ernest Ratzlaff who transferred to store 420, Manitowoc, Wis.—Ruby Miles

611, Fond du Lac, Wis.—Welcome to Manager Barry Stabler from 4181, Boulder, Colo. — Muriel Hinkley

618, Gary, Ind. — Farewell to Manager Tiffany, and James Jensen, assistant. Welcome Manager Larry Olson and Assistant Hejh.—Joyce Tinner

689, Grandview, Mo. — Farewell to Assistant Dori Hamm who transferred to 4220, Kansas City, Mo.—Elizabeth Trollinger

690, Champaign, Ill. — Employees welcome Manager Pelowitz from 3076, Spring Valley, Calif.—Velma Friedmann

692, Mason City, Ia. — Welcome to Assistant Robert Hagerty who just began the training program at 692. A farewell breakfast was held for Assistant Dean Thorsness who transferred to 3036, St. Paul, Minn. — Opal Brown

3001, Brookfield, Wis. — A warm welcome to Arlene Alstadt who comes from 4005, Peoria, Ill. Best wishes to former assistant, Richard DeWitte, who transferred to 4018, Dubuque, Ia.—Rose Motola

3005, Gary, Ind. — Congratulations to former assistants William Brown and Jerry Peyton who are both managers of their own stores. — Delphia Cunningham

3006, Omaha, Neb.—Assistants Peggy Thom and James Jacobsen had their photo published in the local newspaper holding a coupon special sign with an article about the store's coupon sale.—Sandy Bunten

3032, Waukegan, Ill. — Farewell and best wishes to Michael Suida who was promoted to manager of 4611, Sedalia, Mo. Welcome Duane Seiler. — Joan Krogstad

3034, White Bear Lake, Minn. —Welcome back Dorothy Spangler, Dianne Pechler and 'Spring!' Joan Schneider, Joan Norlund, Dona Neely, Ellen Stephens, Pamela Johnson and Assistant John Stout took exciting vacations recently.—Betty Roppe

3039, Milwaukee, Wis. — Mary Krienitz and Myrtle Fleming were honored at a special breakfast in honor of their retirements. Congratulations to Mark Zoske, new records and cosmetics manager.—Alyce Risch

3049, Fort Dodge, Ia. — This store has initiated a traveling trophy among the specialty departments. The first winner was the camera department. Welcome Kris Anderson and Racheal Mahaffey.—Jona Gathman

3059, St. Paul, Minn. — Employees welcomed Co-Manager Byrkit, former manager of 683, St. Paul. Farewell to Assistant Gary Kranz, now at 4603, Aberdeen, S.D.—Kathleen Kinnunen

3075, Menomonee Falls, Wis. — Kim Quinn played the Easter rabbit at the monthly celebration. Also included in the fun was an Easter egg hunt throughout the store.—Peggy Burrill

midwestern regional news

3103, Paducah, Ky.—Congratulations to Assistant Patrick Obrion who transferred to store 139, Newport, Ky. — Novella Morgan

3105, Sterling, Ill. — Katrina Lauff was presented the top prize at the monthly store party. —T. R. Longwell

3107, Beloit, Wis. — Congratulations to Robert Williams who won third place in the Kresge Diamond Contest. Sad farewells go with Gary Yates.—Margaret Clothier

3137, Granite City, Ill. — Congratulations to Bill Stewart who was promoted to manager at 4586, Alton, Ill. New assistant is Tom Barber from store 72, St. Louis, Mo.—Susan Ringering

4022, Grand Forks, N.D. — Nancy Burns, Vicki Axtman, Gerald Hahn, Peggy Flynn and Tim Brickweg were models in a recent style show held at the mall.—Betty Dahl

4026, St. Joseph, Mo. — Welcome to Assistant Douglas Nold who was transferred from 326, Omaha, Neb. Former assistant Darrell Stockstill is now at 7021, Cape Girardeau, Mo., and Clifford Means is at 4437, Topeka, Kan.—Shirley Brown

4031, Bloomington, Ill. — Get well wishes to Jim Evans and Sue Mietler.—Sue Mietler

4048, Springfield, Ill. — Head stockman, James Perry, was at the wrong place at the wrong time — he and his Volkswagen were attacked by a mechanical shovel as he was going through an intersection. Welcome to Co-Manager Jonathan Colebank from 4058, Springfield, Ill. Winners of the Best Basic Stock Trophy are Christopher Handen, Alice Wheeler, Lucille Dennison, Sue Baknus, Jack Embry, and Maxine Lee.—Marge Strawn

4051, Eau Claire, Wis. — Welcome David Lindberg. The big Easter parade promotions were quite successful. — Mark Van Helden

4058, Springfield, Ill.—A big welcome to Manager Loren Boxa from 4639, Escanaba, Mi., and to Trainee Robert Schmidt. —Libby Jones

4095, Joliet, Ill. — Howdy to Frank Costello and Robert Carpenter. Winners of the recent K mart games were Jan Telfer, Grayce Griffith, Karen Nielson, Evelyn Oberlin, Ginny Anderson, Diane Anderson and Mary Ann Okos.—Iryne Koenig

4158, Waterloo, Ia.—Twenty-seven employees have remained with the store since its opening seven years ago.—Donna Hogan

4160, Des Moines, Ia. — The theme of the store's seventh anniversary party was "Western Days" and the party was highlighted by putting the employees in "jail" for dancing too closely or taking off their shoes. Farewell to Assistant Dan Dinning who is now at 4156, Urbandale, Ia.—Fran Waterman

4171, Wichita, Kan.—Richard Wallace, security manager, received a gold medal award for outstanding achievement in the Kansas National Guard. — Alice Butterfield

4214, Des Plaines, Ill. — The welcome table was spread for Manager Barry. Donna Ness, Laurie Sharpe, Jeanette Lidinsky, Sue Kawano and Gloria Piechkowski took European holidays over the Easter vacation.—Pat Lauten

4215, Kansas City, Kan. — A warm welcome to Manager Don Marks who transferred from 7002, Burlington, Ia., and to Co-Manager Richard Swank from 326, Omaha, Neb.—Deb Johns

4216, St. Louis, Mo. — Congratulations to Kelly Pucket, D.E. student, who won a full scholarship to St. Louis University for her speech on the growth of K mart. The welcome mat is out for Co-Manager Phillip Brandis. President Ervin Wardlow and James Brinton, assistant regional manager, paid a visit to the store.—Iva Dell Stephan

4219, Green Bay, Wis. — Assistant Cassady was transferred to 4325, Madison, Wis.—Evelyn Stiff

4221, Collinsville, Ill. — Farewells to Donald Hogan who was transferred to 7013, College Station, Tex.—Estelle Rekowski

4222, Shawnee Mission, Kan. — Welcome back to Steve Valencia and Jackie Levings.—Carolyn Acord

4254, Oshkosh, Wis. — Charlotte Johnson displayed many of her hand-crafted items at a recent spring charity fair. New employees are Gerry Nitz, Shirley Wolf, Pamela Donahue and Julie Zuern.—Barbara Johnson

4270, St. Louis, Mo. — Employees bid sad adieus to Assistant Lonnie Johnson and Bea Machens who transferred to 3068, St. Charles, Mo. Welcome to Assistant Ken Smith, formerly at 4619, Springfield, Mo. — Shirley Pope

4272, Bismarck, N.D. — Congratulations go to Mike Cook, Len Brezder, Pat Erlandsor and Gerald Weigel upon their promotions.—Vi Leingang

4280, Springfield, Mo. — A fashion show was the highlight of a monthly celebration. — Frieda Aday

4289, Cedar Rapids, Ia.—Welcome to Co-Manager Richard Jacobson and Assistant Richard Trangsrud.—Barb Crosser

4314, Cedar Rapids, Ia. — The jewelry department received the monthly Angel Award for increase in sales.—Gerry Stodola

4321, Madison, Wis.—Farewell to Edna Ritchie who is moving to Michigan. The new Vista program has been introduced. — Georgene Kuhn

4322, Kankakee, Ill.—Welcome mat is out for Jeanne Steele, Dorothy Wiley, Bill Campbell, Bill Maltby, Jim Martin and Fran Fields.—Katie Hibbs

4325, Madison, Wis. — Best of luck to Robert McCarty, now manager of 4550, Muscatine, Ia. Welcome to Assistant Richard Cassady from 4219, Green Bay, Wis.—Michaeleen Wallace

4329, Belleville, Ill. — Congratulations to George Pulvino who is now manager of 3110, Reno, Nev.—Donna Veigel

4351, Rochester, Minn.—Congratulations to Mona Chilson and Gail Boelman upon their promotions.—Nancy Christensen

4376, Waukesha, Wis. — Tom Melter and Phil Buchholtz received recent promotions.—Joni LeMere

4385, Greenfield, Wis. — Welcome Co-Manager Robert Rohrer from 493, Wausau, Wis.—Audrey McFaul

4423, Rockford, Ill. — Sherry West and Henrietta Byczynski find the new baler easy enough for girls to operate. — Evelyn Davis.

4426, Bettendorf, Ia. — Welcome Assistant Annelies Van Der Sterren.—Linda Landon

4433, Quincy, Ill. — Welcome Assistant John McGregor from store 503, Oak Brook, Ill. — Loraine Bell

4454, Hanover Park, Ill.—Employees bid farewell to Assistant Arthur White upon his promotion to manager of Kresge 179, Galesburg, Ill., and to Alan Schultz who was promoted to appliance manager at K mart 3035, Highland Park, Ill. — Patricia Dolan

4465, Sioux City, Ia.—Peggy Pawluk received the Certificate of Achievement for Manager of the Month.—Diane Driscoll

4542, Beloit, Wis.—Farewell to Manager Graham who was presented with cake and presents from employees.—Paul Boe

4586, Alton, Ill. — Farewell greetings to Dennis Adams and welcome to William Stewart.—Mildred Murphy

4587, Hammond, Ind. — Welcome Manager Dwight Clark from 4156, Urbandale, Ia., and to Assistant Jerry Riley from 497, Mattoon, Ill.—Helen Heslett

4603, Aberdeen, S.D. — Good luck to Kathy Franzen now at 7023, Aberdeen. — Elizabeth Leiser

4624, Chicago, Ill. — Congratulations to Mark Spielburger upon his transfer to 4227, Des Plaines, Ill. Welcome Manager Gary Kirchhoff and Assistant Jerry Flynn.—Claire Schwarz

4636, Jacksonville, Ill.—Farewell to Annabelle Phelps who retired after 27 years with the company.—Jane Losch

4639, Escanaba, Mi. — Best wishes to former manager, Loren Boxa, who is now at 4058, Springfield, Ill.—Arlene Hagman

4644, Chicago, Ill. — Farewell to R. Corrales upon his promotion to co-manager. — Sharon Paetow.

7002, Burlington, Ia. — Welcome Manager Gschwind. — Marian Schamper

7010, Stevens Point, Wis. — Good luck to Assistant Jack Nasep upon his promotion. Bon voyage to Sue Konopacky who is going to France on a student exchange program.—Sue Pozorski.

705, Houston, Tex. — Welcome Manager Todd to the store organization. Get well wishes are sent to Hermie Jones.—Thelma Kaleh

707, Metairie, La.—A surprise farewell party was held for Arthur Elder who transferred to 4052, Ft. Smith, Ark. — Evelyn Crespo

738, Chattanooga, Tenn.—Welcome Assistant Larry Moore from 4392, Huntsville, Ala. Congratulations to Gert Hisey who has been promoted to personnel supervisor.—Delcie Stansberry

746, San Antonio, Tex. — A retirement party was held for Nona Marek who retired after 12 years with the company. Farewell to Linda Gonzales who transferred to 4128, Lake Charles, La., and to Eddie Burns who is now at 4287, Groves, Tex. Welcome "home" Manager Elliott.—Lema Lynd

750, St. Petersburg, Fla.—Welcome Lanyon Bell, new manager of 750. Congratulations to Anthony Butera upon his promotion to 728, Bradenton, Fla. —Lanyon Bell

755, Decatur, Ga. — A hearty welcome to Manager Welden Hatch and Assistant Riddle.—Anne Bassett

758, Alcoa, Tenn. — Everyone was pleased to meet executives Grant Morck and Edward Andrews when they paid a surprise visit.—Barbara Caughron

780, Midland, Tex. — A farewell breakfast was given for Manager Tom Polston who transferred to 746, San Antonio, Tex. New manager is James Mullinex.—Margaret Booth

782, Houston, Tex. — Debbie Jozwiak received a trophy of congratulations for highest points scored in lingerie. Farewell to Assistant Targac who is now at 3112, Memphis, Tenn.—Loucille Shelton

3003, N. Augusta, S. C.—Chris Atkins was presented with an oversized sling shot at a monthly party.—Anneliese Johnson

3026, Baton Rouge, La.—Thanks to models Yleta White, Gloria Seymour, Edith Edwards, Beverly Stevens, Debra Cage, Jerry Moore, Janice Hensley and Matilda Perry for a successful fashion show. — Virginia Simoneaux

Assistant David Solis (l-r), Linda Choppa, Connie Douglas and Assistant Mike Pittman, 4398, Pasadena, Tex., dress up for Western Days.

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3061, Tampa, Fla. — Congratulations to Alice Howland who was voted Employee of the Year. Welcome to Assistant Smith from store 4311, Brandon, Fla.—Anne Collins

3062, Sherman, Tex. — Welcome Co-Manager Bob Petrie.—Don Gross

3080, Charleston, S. C.—Assistant Joe Hoskins and Pearl Wynn are known throughout the community for their good service. —Chester Broten

3081, Jackson, Miss.—Welcome to District Manager Winston Carver who comes from 4016, Greenville, S. C. Welcome back Marie Pennington.—Linda Owen

3090, Jackson, Miss.—Barbara Journey, checkouts, recovered a lost charge card. Assistant Richard Warren transferred to 4063, Alexandria, La.—Judy Hendon

3113, Sunrise, Fla. — Models in a recent fashion show were Eloise Williams, Helen Johnson, Darlene Kavicky, Joseph Kimbrel, Juanita Greer, Nanell Brandt and Barbara Agid.—Pat Territo

First Store in Memphis Is Welcomed by City

3121, Memphis, Tenn.—All of the employees are proud to be a part of the first K mart store in Memphis.—Lillian Dixon

3128, Enid, Okla.—Hi there to Assistants Jim Campbell and Dave Kilgore, both from 3044, Lawton, Okla.—Charles Fields

3132, Montgomery, Ala.—This store challenged store 3054, Montgomery, to a contest and won. A hearty breakfast was served to all employees by 3054, assistants. Sarah Richards was the grand prize winner for the most original costume. — Carol Luttschwager

3144, Naples, Fla. — Frank Lucas, former assistant here who became manager of 742, St. Petersburg, Fla., was a welcome visitor at 3144.—Vivian French

4017, Houston, Tex. — A big hello to Assistant Bob Smith from 4223, Houston, and to Trainee Gary Fletcher from 4127, Little Rock, Ark.—Lee McCorkle

4043, Columbia, S. C.—Farewell to Assistant Karnes who transferred to 3147, Kingsport, Tenn.—Ronald Wespalis

4044, Savannah, Ga.—Welcome Lewis Becker, camera department manager. Assistant Bill Pattison and Rose Marcantonio support the annual fashion show. —Daphne Chestnut

4053, Charlotte, N. C. — Welcome Manager Larry Conrad from 4379, Lafayette, La. The annual Easter Parade of Fashions will be combined with a breakfast cooked by assistants. —Gloria Varga

* * *

4063, Alexandria, La. — Congratulations to former assistant, Larry Starn, who was promoted to manager of 4500, Cincinnati, O.—Mary Pugh

4070, Atlanta, Ga. — Louis Davis, Bernice Jones and Evelyn Ruff became parents for the day when a female customer became suddenly ill and had to be rushed to the hospital, leaving her children at the store. — Patricia Parker

4080, Houston, Tex. — Welcome Manager Surdacki from store 4020, Detroit, and Assistant Wilson from 4024, S. Houston. Christine Lyles, Eula Moore, Roger Isom and Larry Crenshaw were winners during a recent Western costume contest. — Hazel Needham

4093, Madison, Tenn. — Hats off to Security Manager Robert Adamiak of 4082, Troy, Mi., who caught a bad check for 4093 and saved us some money. — Melanie Woodruff

4094, Houston, Tex.—Congratulations to Gerald Womack, DECA student, who was elected state vice president for the coming year. He will represent Texas in the national competition at DECA Career Conference. —Eddie Peters

4127, Little Rock, Ark.—Congratulations to Assistant George Skaggs who transferred to his first store, Kresge 152, Waterloo, Ia.—Carroll Brockwell

4133, Irving, Tex. — Leland Dockery, garden shop manager, is selling more plants than ever before for his department. — Dorothory Gorman

4140, Atlanta, Ga. — A nice custom is practiced at the monthly birthday parties. Each lady employee celebrating a birthday receives a lovely corsage.—Susan Shaw

4164, Birmingham, Ala.—Hello there to Trainee David Campbell who came from 4184, Mobile, Ala.—Mable Ryan

4172, Monroe, La. — Farewell to Assistant Johnny Washington who transferred to 4128, Lake Charles, La. Best wishes to Ethel Garvan who was promoted to assistant manager of men's wear. —Shirley Gates

4184, Mobile, Ala. — The welcome mat is out for Assistant Ed Coburn from 3156, Columbus, Miss., and for Trainees Greg Pans and Gill Henderson. Farewell to James Chester who transferred to 3156, Winston-Salem, N. C.—Blanche Brown

4186, Texarkana, Tex.—A big welcome to Assistant Richard Pry.—Amanda Nix

4195, Beaumont, Tex. — Hi there to Manager Ray Gunter from 4080, Houston, Tex., and to Trainee Marlon Hulin. Good luck to Robert Flickinger who transferred to 4223, Houston.—Johnny Greene

4197, Houston, Tex. — Doris Davidson, service desk, won a trophy from the DECA state final competition and will be competing in the national finals next month. — Mary Johnson

4198, Columbus, Ga. — Bessie Brant was the winner of the overage and shortage contest. Farewell to James Burt, Dave Nowell, Wallace Walls and Ted Gillman.—Barbara Jones

4213, Greenville, Miss.—Congratulations to Phil Martin upon his promotion to store trainee. —Wilma McCandless

4234, Spartanburg, S. C. — Shoppers had the chance to see Bob Larimore's Pegasus '74 Pinto "AA" fuel dragster funny car in the parking lot. The Pegasus reaches a top speed of 200 mph. —Dorothy Spencer

4243, Oakland Park, Fla.—The store won the annual Profit Contest with K mart 4279, Lauderhill, Fla., and was treated to a dinner party by the losers. The most courteous employee of the month is Lorraine Berg.—Brian Stamler

4251, Charlotte, N. C. — A sad farewell to Assistant Ronnie Melton who was transferred to 3147,, Kingsport, Tenn. New assistant is Bill Halberg from 4060, Charlotte.—Sarah Sims

4279, Lauderhill, Fla. — Congratulations to Linda Jones who was voted Employee of the Year and to Peggy Dodd who is Employee of the Month. Farewell to Gary Leibling who was transferred to 4296, Hollywood, Fla. Connie Carter received honorable mention in newswriting for the second year.—Connie Carter

4286, Jacksonville, Fla. — The store brought the inside-out for a sunny sidewalk sale. Hot dogs, Cokes and savings galore brought customers.—Pat Gallops

4292, Hialeah, Fla. — Delores McCartney is the Friendliest Employee of the Month.—D. H. Dowling

4296, Hollywood, Fla.—Stockroom manager Charles Manson captured a purse snatcher while unloading a truck in the alley. The store celebrated its fifth anniversary with 17 of the original employees. Hi there to Assistant Gary Liebling from 4279, Lauderhill, Fla.—Terry Dalick

4298, Miami, Fla. — Clyde Roberts was chosen Most Courteous Employee of the Month. A spring fashion show was quite a success.—Jerry Richman

southern regional news

4302, Galveston, Tex. — Welcome Co-Manager Robert Roberts and Assistant George Spencer.—Martha Reyna

4308, Birmingham, Ala.—Farewell to Melvin Welborn and Audrey Venable.—Kriss Hulgan

4311, Brandon, Fla.—Hi there to Co-Manager William Pillar. Assistant Jim Rodden spoke to co-op students at the local high school. Congratulations to Frank Mayhood and Dee Dickensheet upon their promotions. Welcome Evelyn Stanislowski. — Sandra Gargis

4312, Huntsville, Ala.—Mavis Howard was chosen the Friendliest Employee of the Month. Carolyn Allen is a member of the local industrial women's basketball team which won the league championship. Tommy Hovatter, son of Rosemary Hovatter, was appointed to the Annapolis Naval Academy. — Rosemary Hovatter

4328, Houston, Tex. — Bessie Brown has her country and western dudes packed and ready for the Grand Ole Opry in Nashville.—Maxine Loftin

4343, W. Palm Beach, Fla.—Nellie Hawthorne and Mary Wuilliez earned trophies for best monthly hairgoods sales in Florida for the month. Maryjane Smith was recently elected store reporter.—Maryjane Smith

4356, Largo, Fla. — Welcome Assistant Dan Brendle from 4484, St. Petersburg, Fla. Al Howard has been promoted to mens wear manager at 3092, St. Petersburg. Fifty-one staffers have signed to donate blood.—Lil Weber

4365, Austin, Tex.—Hobo Days were a huge success and a lot of fun for customers and employees. Congratulations to Rob Cook and his sporting goods department for winning the yearly sales increase award for '73. Farewell to Assistant Jim Frantz who is transferring to 4139, Dallas, Tex.—Jim Rice

4370, Arlington, Tex. — A hearty welcome to Manager Harry Smith from 4053, Charlotte, N. C., Assistant Joseph Temples from 4132, Arlington, and Don Wieththorn from 3011, Euless, Tex.—Lois Denyer

4372, Rocky Mount, N. C. — Several local promotions are planned for the company's 75th anniversary.—Marian Rollins

4379, Lafayette, La. — Hello there to John Swanner and Assistant Don Icard. The Crazy Days promotion put the store in the top 20.—Beverly Barnett

4390, Orlando, Fla. — Several employees enjoyed a night out at a local dinner theater where Mickey Rooney appeared in a play. Thanks to Wanda Stanton for making the arrangements. Congratulations to Ray Caudell upon his promotion. — Arlene Gregory

4398, Pasadena, Tex.—Everything looked like the old West during Go Western and Rodeo Time promotions. Everyone is getting ready for the local golf tournament.—Edna Harrelson

4403, Bradenton, Fla.—Zalda Bramlett found a lost change purse and was rewarded for her honesty. Myrtle Dillingham and Joyce Seger won the credit contest. Joe Laflin is participating in the beard growing contest held during the county's celebration. Connie Leirer is also a Girl Scout leader and her troop entered a float in the Youth parade.—Lois Busick

4410, Jacksonville, Fla.—Gloria Jean Hatch and Frank Showers were the winners for the best costumes during Old Fashioned Day. Farewell to Pat Linning who transferred to 3079, Valdosta, Ga.—Katie Jones

4415, Daytona Beach, Fla. — The Blue Light and Red Dot contests were quite a success. Congratulations to Cathy Anderson upon her promotion. — Winnie Gibson

4425, Houston, Tex.—Farewell to Assistants Ron Johnson who transferred to 4052, Ft. Smith, Ark., and to John Coleman now at 3114, Pine Bluff, Ark. — Carolyn Harris

4473, Tulsa, Okla. — Welcome L. E. Herod who comes from store 454, W. Chicago, Ill. Farewell to Gary Cobb now at 3007, N. Little Rock, Ark.—Jed Powell

4476, Greensboro, N. C.—Good luck to Assistant Dan Staker now at 7008, Orangeburg, S. C. —Dan Thompson

4489, Tallahassee, Fla.—Farewell and good luck to Lloyd Stanley now at 3147, Kingsport, Tenn. Welcome to Trainee John Wainscott.—Steve Caycor

7007, Aiken, S. C.—Congratulations to the specialty departments for winning the sales contest over the licensee departments. B. Jay Christopher and Joey Watson were the winners of the first annual harness race. —Mary Fuller

7012, Clute, Tex.—Congratulations to Eric Voelz who was promoted to automotive district manager. Welcome to Ernest Dunkin.—Sue Todd

709, Tustin, Calif. — Farewell to Assistant Duane Vargas who transferred to 4371, Santa Maria, Calif. New assistant is Douglas Ginesi from 4291, Simi, Calif. —Marija Bucinskas

712, Vallejo, Calif.—Manager William Powell attended the managers' meeting in Los Angeles.—Betty King

722, Phoenix, Ariz. — Melva Moreno and Lee Cox received first and second prizes respectively for their flapper costumes worn during Old Fashioned Days.—Sarah Herod

778, Oakland, Calif. — Welcome to Trainee Lee Knight.—Debi Letteer

790, Chula Vista, Calif.—Farewell to Manager David Lindenburger, now co-manager of 4306, Chula Vista. New manager is Robert Ramirez.—Mary Grubbs

western regional news

3018, Valencia, Calif. — A breakfast was served recently in honor of Manager Elliotts' 25th anniversary. Plans are underway for the store's first anniversary.—Dennis Pemberton

3053, Concord, Calif. — Best wishes to Ester Harmon, personnel supervisor. Here's a salute to our register operators for their continuous smiles.—Lilly Lopez

Manager John Boltz, r, congratulates Wallace Larrabee, 4273, Salt Lake City, Utah, for winning awards in DECA competition.

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3072, Missoula, Mont. — Welcome Assistant Jim Pratt from 4159, Salt Lake City, Utah, and also Assistant Tony Staffoni who is new to the management trainee program. Margaret Wacksman and Gwen Sage were chosen top employees for the month.—Kim Wright

3076, Spring Valley, Calif. — Farewell to Bill Mendel who transferred to 4474, Reno, Nev., and to Joe Weakland, now at 3017, El Toro, Calif. Norma Whitley won the first weekly drawing for a free lunch in the grill. Congratulations to Shirley Hallin upon her promotion to receiving clerk.—Sara Marx

3096, Orem, Utah—Bess Kuykendall has written hundreds of poems, a favorite past-time of hers throughout the years. — Maureen Larsen

Streaker Uniforms Are Sold at 3106

3106, Riverside, Calif.—There was excellent response to a sign which read "Men-Women Streaker Uniforms." The sign was placed over a rack containing empty hangers. — Dorothy Wilson

3108, Phoenix, Ariz. — Sylvia Brown received a reward check for turning in a bad credit card. Best of luck to Mike Alvarez who is now manager of 318, Rockford, Ill.—Esther Bernstein

3124, Corona, Calif.—Welcome to Barbara Wendland and farewell to Mark Mesa who will return to K mart after his hitch in the Navy.—Ramona Romero

4432 Basketball Blues Means Victory to 4003

4003, San Fernando, Calif. — The store beat 4432, Riverside, Calif., in a friendly game of basketball recently. — Jackie Fraser

4068, Fresno, Calif.—Farewell to Stan Lyle who retired. Freida Hanoian was honored with a party for her ten years of service. The K mart Charitteers will be working on a Muscular Dystrophy Telethon for raising funds for the Fresno chapter. The garden shop and sporting goods department are really doing well this spring.—Kathleen Harley

4069, Casper, Wyo. — Joan Huckins and Valrie Hunter were recent Checkers of the Month. Welcome to Assistant Tony Collette who arrived from 3072, Missoula, Mont. Welcome to Donna Johnson and Ruby Jordan. Keith Lambright is the new manager at 3189, Nampa, Ida.—Dee Chipps

4078, Boise, Ida.—Gil Price, Larry Fleck and Frank Wallace walked 20 miles for the March of Dimes. Good luck to the new K mart store, 3189, Nampa, Ida., and to all the employees who transferred there from 4078. — LuAnn Howie

4109, Medford, Ore. — The spring fashion show was quite a success.—Anita Benson

4115, S. Ogden, Utah.—James Gariepy, merchandise manager, received many letters from fifth grade students who thanked him for the Declaration of Independence copies he donated to the class.—Pauline Warg

4121, Denver, Colo. — Sad adieus were bid to Melvin Hopf who retired after 8½ years with the company. He is moving to Florida. New jewelry department manager is Robert Swisher.—Shirley Pound

4129, Arvada, Colo.—Ed Vincent was quite busy during a special on wallpaper. Welcome to Trainee Leland Viliborghi who came from 4201, El Paso, Tex.—Bev Jensen

4146 Design Hats In Easter Competition

4146, Everett, Wash. — Store employees had fun designing their hats for the Easter Bonnet contest. Welcome Assistant Kalen Gunderson who is from 4155, Spokane, Wash. Nineteen employees completed their required standard First Aid tests under the tutelage of Vernice Hulke, Lois Bento and Mike Cooper.—Shirley Warner

4151, Sparks, Nev. — Best wishes to all employees who transferred to 3110, Reno, Nev. —Loretta Howie

4187, Denver, Colo. — During a recent store festivity, four assistants dressed like salesgirls to show the proper methods of register operation.—Betty Hansen

4208, Edmonds, Wash. — Hi there to Co-Manager Blake Adams from 585, Lincoln, Neb. —Linda Skotdal

4225, Seattle, Wash. — Welcome to Co-Manager Robert Corrales and to Trainee Ernie Roos.—Gay Ann Wallace

4247, San Jose, Calif. — Congratulations to Casey High, son of Peggy High, who made national All-American in college soccer.—RoseMary Walsh

4250, Buena Park, Calif. — Using her artistic imagination, Rose Jenkins has cut out cheerful scenes and greetings and applied them to the store's refuse bins. As well as decorative, they serve as standing invitations for deposits of litter. —Jan Edner

4260, San Diego, Calif.—Farewell to Assistant Curt Rainey now at 4285, Ventura, Calif. Welcome to Co-Manager Jerry Uhrich from 4613, Chicago and also to Roger Williamson. Mary Lee Clark and Donna Fox received promotions. — Lorretta Reddick.

4261, San Jose, Calif. — Sad farewells to Shirley Trigg, Assistant Tony Espiritu, Manager DeGeorge and Nancy Schmidt. Welcome Manager Werner. — Carla Marinucci

4271, Scottsdale, Ariz.—Menswear won first prize in a sales contest. Department members are Rose Rollins, John Hussey, Dorothy Fletcher, Steve Bensema and Marlene Nichols. — Kathryn Ross

4273, Salt Lake City, Utah — Congratulations to Wallace Larrabee who won two first place trophies in the Utah DECA competition. Wally will represent Utah at the National Leadership Conference in Chicago.—Bruce Densley

4274, Orange, Calif. — Assistant Dave Hart leads a hearty crew in the reconstruction of the patio area. Linda Awalt displayed her original paintings at a local art show. Liz Wheadon pedaled 38 miles on her K mart bike to raise funds for a local diabetes association. — Carol Leeman

Staffers celebrate the store's anniversary at 4316, Vallejo, Calif.

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4281, Covina, Calif. — Former employee, Steve Miller, is breaking track records while at college.—Fran Muscedere

4284, Rialto, Calif.—Assistant Manager Robert Bray is now manager at 497, Mattoon, Ill. Marcella Patterson received a cash reward for catching a missing credit card.—Robert Hagen

4288, Portland, Ore. — Best wishes to George Hopper upon his promotion to building materials manager at 3189, Nampa, Ida.—Jane Berglund

4291, Simi, Calif.—Sad farewells to Tony Ruppel and to Jim Borden who were promoted to other stores. Welcome back to Dennis Arduini.—Mary Atherton

4316, Vallejo, Calif. — Congratulations to Tom Gustafson, Dennis Smith and Chris Robinson upon their recent promotions. Everyone enjoyed a scrumptious breakfast. — Mary Sisco

Alert 4338 Clerk Stops Bad Cards

4338, Santa Fe Springs, Calif. —Nancy Canty received two cash awards for spotting two credit cards on the pick-up list. Howdy to Assistant Daniel Gutierrez from 4432, Riverside, Calif.—Pat Foxen

4339, Salem, Ore. — Norma McDougal and Barb Faulk had extra help one day when their sons came in to help them out. Assistant Jerry Williams was the butt of an April's Fool joke by his staffers.—Florence Pinkston

4359, El Cajon, Calif.—Terry Lindsay, camera manager, was presented an award for helping high school students. — Sharon Atwood

4364, Bakersfield, Calif.—Welcome Assistants Ronald Jewett and Thomas Tibble. Everyone enjoyed the crazy costumes worn during Crazy Days. New department managers are Mike Layton and Terry Mercer. — Beverly Foley

Harold Carter's Talents Highlight 4369 Party

4369, Las Vegas, Nev. — Harold Carter highlighted a recent store party with his talents in singing and guitar playing.—Trudy Pattereson

4387, Mesa, Ariz. — Welcome Co-Manager Mishoe from 463, Oak Lawn, Ill. Holly Manager Richardson received the achievement award for Manager of the Month.—Louise Shields

4413, Cheyenne, Wyo. — Welcome Rick Evans from 4170, Rapid City, S. D. Eighteen of the store's original employees were on hand to celebrate the store's third anniversary.—Doris Spencer

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4419, Milpitas, Calif.—A big 4419 welcome to Assistant Bob Turner from 4457, Hayward, Calif. Chairman Dewar was a recent visitor to the store. Larry Fleck completed his trainee program and is now at 4078, Boise, Ida.—Jerry Whitsoe

4421, N. Hollywood, Calif. — Twenty-three of the store's original employees were still present at the store's third anniversary.

4424, Huntington Beach, Calif. —A big hello to District Manager Shanks.—Esther Wickham

Rose Jenkins, 4250, Buena Park, Calif., uses her artistic imagination on store refuse bins.

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4435, Gresham, Ore.—Fishermen's costumes were the attire of the day as sales personnel participated in a Whale of a Sale promotion. Seventeen employees were on hand to share their memories of opening day at the third anniversary celebration.—Mary Schwab

4449, San Jose, Calif. — Adios to Fran Hunter. Congratulations to Erika Kramer upon her promotion.—Bing Bingham

4452, Los Angeles, Calif. — Antonette Wilson was made assistant manager of the jewelry department. A warm welcome to Assistant John Bosch and Co-Manager Jeff Clement.—Michele Sparzo

4453, Pueblo, Colo.—A fashion show was sponsored by ladies apparel, menswear, footwear and the millinery departments. —Lotus Carroll

4455, Beaverton, Ore. — Welcome to Assistant Samuel Thoman from 4434, Huntington Beach, Calif. John Keith received a bonus award for suggesting bicycle racks be installed in front of the store. — Helen Wright

4467, Tacoma, Wash.—Due to the gas shortage, long lines were evident in the K mart parking lot of those utilizing the store's gas station.—Donna Eliason

4482, Soquel, Calif.—Barbara Morris won an honorable mention in the slide contest for her nature photograph.—Gerry Brabenac

7000 Staffers Welcome New Management Team

7000, Grand Junction, Colo.— A warm welcome to Manager Charles Rossi, Assistants Dennis Anderson, Jerry Peck and Chris Merit and Marion (Pete) Morre, security manager.—Karen Stephens

7005, Flagstaff, Ariz. — Manager Tim Fitzloff hosted a group of young boys from a local boarding school. A big hello to Trainees Robert Phanton and Jim Mara and Assistant Robert Turner.—Sally Gordon

7006, Twin Falls, Ida.—Entertainment for the monthly store party was provided by a ventriloquist, Ronnie Piercey, son of Bernice Piercey. Denice Peterson and Pam Christian won a week's ski trip out West. Ann Williams, part-timer, won third place in state DECA competition.—Diana Youngstrom